CREDIT MANAGEMENT ASSOCIATION

PRESENTS

March 24-25, 2016
The Island Hotel
Newport Beach, CA

“The Efficient Digital Credit Department”

March 24-25, 2016
The Island Hotel
Newport Beach, CA

www.CreditScapeConference.com
CreditScape provides an opportunity for credit practitioners at all levels of experience to discover ways to implement elements of an efficient digital credit department within their own businesses, learning best practices to achieve and pitfalls to avoid.

While the Summit features subject-matter experts from large and medium-sized companies sharing their experiences with credit practitioners, much of the learning at CreditScape will come from your peers sharing real-world experiences in workshop-style settings and panel discussions. This is a perfect opportunity for credit and collections teams to get away from the office to pursue a journey towards process improvement.

DISCUSSIONS AND WORKSHOPS INCLUDE:

- Why Should You Go Digital
- I’ve Decided to “Go Digital”…Now What?
- Automating the Customer Onboarding Process
- Vetting your Customers
- Automating your A/R Management Process
- International Resources and Government Automation Tools
- Go From Static Information to Business Intelligence
- Using Third-Party Vendors to Create Efficiencies
- Emerging Technologies Impacting the Credit Department
- …the rest is up to you

PROGRAM HIGHLIGHTS:

Why and How Should You Go Digital?

Why should your company implement a digital credit department? How do you know where to automate within your credit process? Whether you are looking to expand the use of digital tools or just considering where to start, benefit from the experiences of those who have gone through the process. Credit veterans will share their paths to success — why and how they approached and implemented digital credit departments at their companies, including how they convinced upper management to make the investment, how they calculated ROI, the differences between a small and large credit department implementation, and more. Automation and technology tools have already become key factors in driving high-performance credit operations and competitive advantage for the entire enterprise.

2016 CreditScape Spring Summit and Annual Meeting
The Efficient Digital Credit Department
March 24-25, 2016
The Island Hotel Newport Beach
You're considering implementing elements of a digital credit department but aren't sure it's the right solution for your department.

You've already implemented elements of a digital credit department but you're wondering if you can still do things more efficiently.

You want to stay current on best practices and hear from practitioners who have successfully implemented electronic credit applications, paperless credit files, A/R management systems, credit scoring, portfolio monitoring, virtual lockboxes, payment processing, and other elements of the digital credit department.

You want to learn from top credit managers and executives from leading-edge companies such as Sony Entertainment, Equinix, Sysco Foods, Ganahl Lumber, Kendall-Jackson, Walters Wholesale, Watsco, SRS Distribution, UTA/United TranzActions, and the U.S. Department of Commerce.

You don't want to attend another conference where you hear someone talk at you for eight hours while you check your email and look at your phone.
EVENT INFORMATION

Date: March 24-25, 2016

Location: The Island Hotel Newport Beach
690 Newport Center Drive, Newport Beach, CA 92660

Hotel: $189/night
Book now! Availability on a first-come, first-served basis
Register at www.CreditScapeConference.com

Entry fee: $495 per CMA member attendee
$595 per non-member attendee

To Register: Space is limited to 100 participants
www.CreditScapeConference.com

Questions: Contact Lisa Wong at 951-672-0581
lwong@emailcma.org

Sponsors: Contact Mike Mitchell at 818-972-5340
mmitchell@emailcma.org

What attendees said about CreditScape Fall 2015

“This event covered many problems that we face, front to back. Also got a chance to meet and share experiences and expertise with other members.”

“CreditScape addressed issues I deal with everyday and it really helped sharpen my skills.”

“There were too many takeaways to list. There were takeaways from every single speaker.”
Register online at CreditScapeConference.com or return this completed form to: CMA, Attn: Lisa Wong, 40 E Verdugo Ave., Burbank, CA 91502, email to lwong@emailcma.org or Fax: 818-972-5308

**Cancellation Policy:** Cancellations must be received by March 10, 2016 for refund of registration. NO cancellations after March 10, 2016 and full fees apply, however substitutions are allowed.

### ATTENDEE INFORMATION

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What is your level of collections expertise?  
☐ Expert  ☐ Intermediate  ☐ Beginner

☐ Check the box if you would like us to contact you about dietary needs or wheelchair access.

What is one credit department challenge you’d like to learn more about? ______________________________

Other than credit management, name your favorite hobby/passion ________________________________

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To book your room at the special rate of $189 (while available), visit CreditScapeConference.com

### PAYMENT METHOD

☐ Check is enclosed made payable to CMA  
☐ CMA Members: $495  ☐ Non-CMA Members: $595

Please charge to: ☐ Visa  ☐ MC  ☐ AMEX  
Card Number: ________________________________

Name of Cardholder: ________________________________  
Code (for AMEX 4 digits on front of card, for VISA and MC last 3 digits on back): ________________________________

I authorize a charge of $____________________ to this card.

Signature: ________________________________  
Exp. Date: ________________________________

(Payment Must Accompany Registration)